



## Atlanta BeltLine, Inc. Film and Photography Policy

### **Criteria for Permission to Film**

You are required to apply for a permit to film on property owned or controlled by Atlanta BeltLine, Inc. (ABI) if any of the following criteria applies:

- 2+ cameras will be used
- Stationary lighting will be used
- Boom mics will be used
- Filming for commercial purposes

You do not need to apply for a permit to film if:

- You are a member of the media and you are taking photographs or filming in the course of your duties as a member of the media; however, you must notify the Communications and Media Relations office at 404.477.3660.

### **Permit Eligibility Requirements**

In order to be eligible for a permit, you have the following responsibilities:

- Submit a complete application with all supporting documents 10 business days in advance of filming. It may be possible to issue a permit within 5-9 business days of the requested filming, with a rush fee of \$500 in addition to all other fees noted in the Fee Structure section.
- Supporting documents and information include the following:
  - The correct legal name, address, phone number, and title of the person or entity who will be party to the agreement. The person or entity must have signature authority.
  - Georgia Secretary of State Certificate of Existence or current year annual registration.
  - City of Atlanta and/or Fulton County business license, as applicable.
  - Proof of insurance (insurance requirements detailed below).
  - Site plan.
  - City of Atlanta permits (as applicable).
  - Parking plans and permits (as applicable).
- Pay fees on time (prior to filming and photo shoot).
- Send the script or written, detailed descriptions of scenes to Atlanta BeltLine, Inc. for review and approval by the Communications Department.
- Notify the surrounding community and NPU (Neighborhood Planning Unit) at least 48 hours in advance of filming / photography if the applicant intends for activities to take place outside of established City of Atlanta Park hours (after 11 p.m. and before 6 a.m.). Provide proof of this notification to ABI.
- Contact Lt. Jeff Baxter of the Atlanta Police Department's Path Force Unit to see if you need to hire an off-duty police officer. Phone: 404-546-7284. Email: [jbaxter@atlantaga.gov](mailto:jbaxter@atlantaga.gov) and copy ABI representative on correspondence.
- Clean and return the site to its original condition.

In order to be eligible for a permit, the proposed film or photography must not:

- Involve or promote illegal, sexual, profane, or race-related activities on ABI property.
- Represent views contrary to those of the City of Atlanta and/or the Atlanta BeltLine.
- Involve inflammatory statements or views as solely determined by the Atlanta BeltLine.
- Interfere with normal use of Atlanta BeltLine trails and parks without prior written permission. Intermittent closures may be allowed and additional fees may apply.
- Include Atlanta BeltLine trademarks without prior written permission.
- Bring motorized vehicles onto paved portions of the parks and trails.

ABI reserves the right to reject any application for any reason, including but not limited to, the following:

- Failure to submit a timely application
- Failure to submit a complete application
- Failure to provide proof of insurance
- Failure to pay fees in a timely manner
- Application is false or fraudulent
- Applicant cannot satisfy eligibility requirements
- Failure to notify surrounding residents and businesses in writing at least 48 hours in advance of filming or photography

Failure to apply for a filming license agreement could incur significant fines and penalties for trespassing.

### **Insurance Requirements**

Licensee shall purchase and maintain during the License Term the following minimum insurance coverage:

- (a) Comprehensive general liability insurance coverage covering bodily injury and property damage and special liability with minimum limits of at least \$1,000,000 per occurrence and \$2,000,000 in the aggregate;
- (b) Workers' compensation insurance coverage adequate to comply with all statutory requirements covering all persons employed by Licensee and employer's liability with minimum limits of at least \$1,000,000;
- (c) To the extent applicable as it would pertain to the obligations hereunder, business auto liability insurance coverage with a limit of not less than \$1,000,000 each accident; and
- (d) Umbrella liability insurance coverage with a minimum limit of \$5,000,000, which applies to all underlying and primary liability coverage required above. Licensee shall cause ABI and the Atlanta Development Authority d/b/a Invest Atlanta to be added as an additional insured under its comprehensive general liability insurance and umbrella liability insurance policies. Licensee agrees to provide ABI with a copy of such policies with a certificate of insurance and any endorsements within fifteen (15) days following the effective date of this Agreement and no later than the date on which Licensee enters the Property. Upon any cancellation and/or material adverse amendment of any such insurance coverage, and prior to the effective date thereof, Licensee will deliver evidence of replacement insurance to ABI.

## **Fee Structure**

The following fees apply to filming and/or photography on the Atlanta BeltLine (excluding Murphy Crossing):

- **Application fee (non-refundable):** \$150 (\$50 for students) payable upon submission of application
- **Additional rush fee if application is received within 5-9 business days of filming date(s) (nonrefundable):** \$500
- **Cancellation fee (if within 48 hours):** charge for one day of filming
- **License / permit fee:** \$1,000 per day \*
- **Fee for set-up and strike days:** \$500 per day
- **Refundable Restoration deposit:** \$1,000 per day of permit
- **Restoration fee:** Actual cost of restoration after restoration deposit has been exhausted
- **Per diem holdover fee:**
  - 1-3 days in excess: 250% of daily license fee (\$2,500 per day)
  - 4+ days in excess: 500% of daily license fee (\$5,000 per day)
- **Close-Off fee:** \$10,000 per day (for intermittent closures)

The following fees apply to filming and/or photography in Murphy Crossing (the Old State Farmers' Market):

- **Application fee (non-refundable):** \$150 (\$50 for students)
- **Additional rush fee if application is received within 5-9 business days of filming date(s) (nonrefundable):** \$500
- **Cancellation fee (if within 48 hours):** charge for one day of filming
- **License / permit fee:** \$3,000 per day \*\*
- **Fee for set-up and strike days:** \$1,500 per day
- **Refundable Restoration deposit:** \$3,000 flat fee
- **Restoration fee:** Actual cost of restoration after restoration deposit has been exhausted
- **Per diem holdover fee:**
  - 1-3 days in excess: 250% of daily license fee (\$7,500 per day)
  - 4+ days in excess: 500% of daily license fee (\$15,000 per day)

*\* Daily License / Permit Fees apply for any filming or photography that takes place between 12 a.m. and 11:59 p.m. of any single day. There are no half-days or minimums. Any overnight shoot that extends beyond a single 24-hour day will incur the fees for that day.*

*\*\*Daily License Fees for Murphy Crossing may be eligible for a discount for filming longer than two weeks in duration.*

## **Processing film and photography requests**

All requests for filming and photography must be submitted to Dave Pierce, Real Estate Director at Atlanta BeltLine, Inc. (404-477-3538 and [dpierce@atlbeltline.org](mailto:dpierce@atlbeltline.org)).

Once the request has been received, the following steps will occur:

- The Real Estate Department will determine if the application has been submitted at least five (5) business days before the scheduled filming and/or photography. If not, the Real Estate Department will notify the applicant that the application cannot be processed because it was untimely.
- The Real Estate Department will conduct the pre-application questionnaire with the applicant and determine if ABI is the correct entity to issue a permit. If yes, then direct the film / photo company to the online application or send them a PDF of the application and a PDF of the policy.
- Once the application, application fee, and all documents are received, the Real Estate Department will forward the request to Communications, Legal, Finance, Economic Development, Program Management, and the COO (must be at least 10 days prior to film/photography date). Notification will also be provided to the Mayor's Office of Entertainment.
- Real Estate and Asset Management will coordinate a site visit(s) as necessary. Once Real Estate and Asset Management has received an agreement from the applicant, the request will be forwarded to Legal.
- Legal will execute the licensing agreement; route through the Communications (Content/Brand), Real Estate (Property), Legal, CFO, COO, and CEO for approval signatures using film and photo routing slip.
- Finance department receives and processes application fee, deposits, and permit fees.
- Once filming / photography has completed, Real Estate and Asset Management will conduct a site visit to determine if the site has been returned to its original condition and then notify Finance of eligibility for refund of restoration deposits or if a fee assessment is needed.
- Finance will then refund the deposit as required or action is taken to remedy any damages.
- The license agreement will be filed with Legal for historical reference.

*\*\*Atlanta BeltLine, Inc. reserves the right to require that the Atlanta BeltLine trademarked logo and insignia be included in the recognition credits of films that are filmed on property owned or controlled by the Atlanta BeltLine, Inc.*

## **Violations of the License Agreement**

Any violations of the license agreement will be handled according to the agreement itself.

## **Unauthorized Filming and Photography**

Organizations or companies that film or photograph without the required license may be fined up to 250% of the amount of the fees that would have been assessed for lawful filming/photography.